



## Case Study

# TaskUs' Journey to 30% Up-selling and 20% Cross-selling Growth with DemandFarm

Achieving strategic account success through integrated digital solutions

## At a Glance

**Company :** TaskUs

**Headquarters:** Texas, United States

**Industry:** Digital Outsourcing Services

**Total revenue:** USD 500 Million

## Overview

TaskUs, a global outsourced digital services and customer experience provider, partners with leading tech giants such as Uber, Facebook, Doordash, Tinder, Netflix, Autodesk, Zoom, and others. With over 47,700 employees worldwide, TaskUs is dedicated to representing, protecting, and growing its clients' brands in the digital landscape. In the face of static and outdated account planning methods, TaskUs sought a more dynamic and integrated solution to:

- Strategically manage their growing client base, each contributing over \$10 million in revenues.
- Gain actionable insights through effective mapping against existing data sets, enabling better decision-making.
- Facilitate the adoption of a common language and strategy within client services.

## Solution

TaskUs embraced DemandFarm's Account Planner (Enterprise) to systematize its Key Account Planning & Management processes. By introducing an intuitive digital platform, DemandFarm eliminated TaskUs' reliance on PowerPoints and Excel sheets.

- **Mapping Key Accounts:** TaskUs mapped its offerings against buying centers within client organizations, quantifying whitespace and identifying potential growth areas.
- **Visual Heat Maps:** The health of accounts was vividly represented using Heat Maps, providing insights into engagements, active cross-sell and up-sell opportunities, win-loss ratios, and revenue streams.
- **OrgChart Integration:** The OrgChart feature ensured TaskUs could navigate the hierarchical structures of client organizations, reaching decision-makers with ease.
- **Visual Relationship Mapping:** TaskUs could analyze contacts for active opportunities, understanding the "Who," "What" level, and "Where" of these engagements, fostering deeper client relationships.
- **Holistic View:** The Account Planner provided TaskUs with a comprehensive strategic planning platform at the account level, offering actionable insights for effective decision-making and execution.
- **Seamless Integration:** TaskUs's financial system (Oracle Fusion), linked files (Data Studio), and cNPS data (survey results) were effortlessly integrated with the Account Planner, ensuring a unified and streamlined workflow.

## Challenges

- Fragmented account planning processes.
- Rapidly expanding client base with substantial revenues demanding a focused and strategic approach.
- Ineffective mapping against existing data sets and a lack of actionable insights.
- Consolidation hurdles in reporting and slide deck creation.
- A need for enhanced adoption and collaboration in account planning practices.

## Impact

### 20% Boost in Productivity

Client services team productivity increased by at least 20%, with a focus on key aspects of account growth.

### 30.6% Up-selling Increase

TaskUs registered a remarkable 30.6% increase in up-selling and a solid 16% increase in cross-selling within their Strategic Accounts.

### 40% Revenue Growth

TaskUs experienced impressive year-on-year growth, averaging above 40%, resulting in annual revenue of \$1.04 billion solely from their strategic accounts.